Game Ass'n Names **Convention Delegates**

At a regular meeting of the bidsbury and District Fish and Game Association held in the Lions hall on Friday evening, January 13, the following delegates were elected to attend the annual meeting of the Alberta Fish and Game Association to be held in Calgary on February 3 and 4: Upland Birds – Raymond Fulkerth; Big Game—Irwin Kilen; Good and Welfare—Arnold Bode: Fish—El Ford; Predator—Ken McCoy; Migarory Birds—Raymond Shantz.

The date of the annual processors of the state of the annual control of the state of the state

Shantz.

The date of the annual banquet of the Didsbury Association was set for Wednesday, March 15, and tickets will be sold at \$1.00 cach. Partial plans were discussed for the banquet program.

Members expressed the opinion that the \$1.00 membership fee behapped in 1550, and unless some changes are suggested by the Provincial Association, membership the wincial provincial properties of the provincial properties of the provincial Association, membership

ARENA SCHEDULE

Wednesday, January 18 — 8-10:30—Inter. Hockey Game be-tween Carstairs and Didsbury. Thursday, January 19 — 3:30-5:30—Children's Skating. 7-8 p.m.—School Hockey Practice 8:10:30—General Skating.

8-10/30—General Skating.
Friday, January 20
7-8 p.m.—School Hockey Practice
8-10/30—General Skating.
Saturday, January 21
10-11/30—ann—Peewee Hockey.
12-30—12 and under Skating.
2-30-4/30—Children's Skating.
8-30 p.m.—High School Hockey.
Saturday, January 21

10-11/30 ann—Peewee Hockey.

Game
Sunday, January 22 —
2:30-1:30—General Skating.
Monday, January 23 —
7:8 p.m.—School Hockey Practice
8:10:30—General Skating.
Tuesday, January 24 —
3:30-5:30—Childron's Skating.
7:å p.m.—inter. Hockey Practice,
8:10:30 p.m.—General Skating.
Wednesday, January 25 —
7:10:30 p.m.—School Hockey.

SUCH WAS LIFE

The first birth in the district was J.Y. Shantz, son of Jerry B. Shantz in 1895. Being a boy he was named after his grand father the founder of the Didsbury dist-

was named after his grand father, the founder of the Didsbury district and town.

The first birth in the Town of Didsbury was Arnold Liesemer, son of Wm. Shantz was the first of deep with the place, hardware merchant, in the year 1800.

The first birth in the Town of Didsbury was Arnold Liesemer, son of Wm. Shantz was in the place, have year than the place hardware merchant, in the year 1800.

The first death to take place, have year the place hardware merchant, in the year 1800.

The first death to take place, have year the place hardware merchant in the year 1800.

The first death to take place have year the place have year the year was named after his grand father, the founder of the Didsbury district and town. The first birth in the Town of Didsbury was Arnold Liesemer, son of Wm. G. Liesemer, pioneer hardware merchant. In the year 1890.

The first death to take place, however, was that of Elias Shantz, father of Jerry E. Shantz, in the year 1859. Mr. Shantz was in the midst of reviewing the Sunday school lesson in the old log church when he took a stroke and fell over the railing surrounding the altar. This caused quite an excitement and several attempts were made to review him, but he never face the residence of the surface of th

The season of 1899 had been exceedingly wet in July and August to the point where graded roads and trails were one mass of mud and water. When the call for a similar competition where the east made, I responded. It took a furthere and a half hours to go the thirteen miles on horseback. It is hoped that the schools of the thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with thirteen miles on horseback. It is hoped that the schools with the doctor to make the trip with a given the school of the thirteen miles on horseback. It is hoped that the schools with the doctor to make the trip with a given the fore of a make the still that time.

Mr. Shantz was the first occupant of a grave in the cemetry acreate, donated to Didsbury by advantary 31st.

Platz Rink Wins Local MacCullough advantary 31st.

Mr. and Mrs. Vic Snydmiller visited Mrs. M. Campbell Jr. on Sunday afternoon.

Mr. and Mrs. Conner Pajke were supper guests with Mr. and Mrs. Arold Hogg on Sunday.

Mr. and Mrs. Leonard Pajke were supper guests with Mr. and Mrs. Arold Hogg on Sunday.

Mr. and Mrs. Conner Pajke were supper guests with Mr. and white a district of the Women's institutes, and hose send the decident of the Women's institutes, and has shooled and McCloy received the decident of the Women's institutes, and has shool seed to the sam

SATURDAY AT 5:00 O'CLOCK

The D'dsbury retail steres and
gar-ges have decided to close at
5:00 p.m. each Saturday during
the months of January. February
and Match, and a complete understanding has now been reachcd by the business men. However, to cater to the sick and
needy. Law's Drug Stere will not
close on Saturday until 8:00 p.m.

The regular garage schedule
will otherwise be followed, will
none local garage remaining open
after 6 p.m. each evening, including Saturday, with Sunday
hours as usual.

Didsbury Ramblers Lose to Banff 11-2

chine at the recent Cycle and the control of the co

Meuntaineers a commanding lead, The second period provided fans with some good hockey, but, meltiher team was able to score during the 20 minutes of play. Toleramined to make a come-back Didsbury went all out at the opening of the third period and Cecil Papke took a pass from Ken Papke of the Command of t



BIG U.S. ORDER FOR BRITISH M'
This picture shows Mr. Ralph
Rogers, president of the United
States Indian Motor Cycle Corporation, inspecting a British A.J.S. machine at the recent Cycle and
Motor Cycle Show at Earls Court.

DIDSBURY MEN ON AUTOMOTIVE VOIETS' ASSEMBLY OF

Redeemer Church

The annual Voters' Assembly of Redeemer Lutheran Church was held on Saturday, January 14, at the Redeemer Lutheran Church. The report of the congregation for 1919 was given and showed that Redeemer congregation had no usstanding year during 1919. A total of 33 new communicant members were accepted bringing the communicant membership to 287. Twenty-six children were bapted, and 11 children and four adults were confirmed. A total of 65 services were conducted during 1919 wh at total attendance of 9,98.

the work of the Church at large, Following the reports for 1949, the election of officers for 1950 took place. Mr. J.C. Folkmann, Pressurer, and Rev. E.B. Fox, Sectary, were all re-elected by acclamation. As Elders for a period of three years, Mr. H. Schuer and Mr. F. Bettis were elected. Mr. H. W. Folkmann was elected as Trustee for a period of three years.

The congregation plans to con-

tee for a period of three years.
The congregation plans to continue its work in landscaping the church grounds and hopes that when this is completed the Church grounds will be one of the beauty spots of the Town of Didsbury. Special mention was also made of the general support and goodwill that the congregation enjoys in the Didsbury community on the part of the business establishments and individuals.

SENIOR HOCKEY TONIGHT

Another hockey game that will no doubt bring out the more ard-ent fans is a senior league fixture between the Carstairs Seniors and the Didsbury Ramblers at the local arena Wednesday evening. January 18, at 8.30 p.m.

East Power Line Post Holes Now Completed

Due to the efficient organizing of O.H. Ausenhus farmers on the Mountain View Rural Electrifica-tion project have at last completed the digging of the holes by hand and the power line poles are now all tamped and ready for wire.

HIGH SCHOOL HOCKEY TEAM WINS OPENING **ENCOUNTER FROM CARSTAIRS BY 13-2 SCORE**

The High School Hockey game on January 11 between Carstairs on an January 11 between Carstairs and Lidsbury, which was played at the local arena, was tairly well supposed by the local arena, was tairly well amploided by the Didsbury was well approached by the Didsbury Scotlon, feed by Anita Andrews.

The score was 13-2 for Didsbury. To mark the High School win the Didsbury Students' Union put an extra edition of their paper, SAHAKA', with the following report on the game:

Well, it's happened? It took long, long time, but it's happened at last C. Wellerschaft huggs at the Company of the Com

January Meeting of

January Meeling of The Bancroft Institute

The Waither League held 22 meetings and its enrollment is 61. The Latties Aid held 12 meetings and its enrollment is 61. The Latties Aid held 12 meetings and its membership is 29.

Financially, Redeemer Lutheran hours of the Waither League held 22 from the Waither League held 22 meetings and its membership is 29.

Financially, Redeemer Lutheran hours of the Waither League held 22 from the Waither Lea

and carried as a calgary where he attacks was presentation of international fluctures. The tires card party will be January 20, and severy taking Priday increafter, because the prince of the season.

A small library is being started in the school with books from the Extension Department, and other sidnated from anyone interested.

The contest was to make a hat of a sheet of newspaper, six pins and a part of scissors. The hats were modelled and Mrs. H. Ohlhausen won the prize of six crepe paper hats.

The raffie was to make a hat of a sheet of newspaper, six pins and a part of scissors. The hats were modelled and Mrs. H. Ohlhausen won the prize of six crepe paper hats.

The raffie was won by Mrs. E.

Mons Chapter I.O.D.E. Has Successful Year

The Mons Chapter of the LODE, reports a successful year with a momentership of the successful pear with a few parts of the chapter during 1949. Several members were lost due to change of residence. Ten meetings were held with an average attendance of twenty-eight. Durations were made to various were made to various

NEW PLYMOUTH ON DISPLAY

HAROLD E. OKE AND STAFF ATTEND LH.C. CONFERENCE Harold E. Oke, local Internation-al motor truck dealer, returned last week from Calgary where he at-tended a sales conference and presentation of international Har-cester's new "L" rruck line.

On December 31st, 1949, Sundre officially became a village of the foreign of Alberta, Preliminary contact work which had been done by a number of interested citizens and its fruits and as from January 1, 1950, the Village of Sundre ussumes responsibility for its own management.

Ished by the Minister of Municipal Ministry of the Minister of Municipal Ministry of the Provincial Chapter.

A layette was sent to the Royal Ished Libert of Ministry of Mini

all tamped and ready for wire. After the cold weather set in a few holes still had to be dug and	and blankets were presented to two newly arrived Polish families who are establishing homes in our town.	steps being taken to conform to the new status of a village.
the work was completed in zero weather by blasting off the top frost layer with dynamite before actual digpling could be done. The crew of the Calgary Power Company will start on the job of stringing wire and installing transformers, etc. as soon as the weather moderates, and power should be turned on east of Didsbury by early spring.	The Chapter financed the build- ing of two tennis courts valued at about 8375. Labor for same was donated by a Service Club. A tag day for the local hospital netted \$105 and one for the Blind Institute netted \$18.70. Funds were raised by sponsoring	Special 61c No. 1 59c No. 2 43c

Mr. and Mrs. Jack Davidson are siting friends and relatives in

Mr. and Mrs. Jack Davison are visiting friends and relatives in Miss Muriel Ball had her feet that legs badly frozen when the the car in which she was a passenger statled on the Sundre high miss of the more than a quatrer high miss over that a quatrer of the miss of the more than a quatrer of the miss of the more than a quatrer of the miss of the more than a quatrer of the miss of the more than a feet great lower at Sundre Carlotte mouth at the home of Mrs. Dave Davidson. The date is January 26, the last Thursday of the mouth instead of the last Wednesday, Officers for the coming year will be elected at this meeting.

Mr. S. Sande arrived safely in Norway before Christmas and is enjoying his visit with friends and relatives. Mrs. Sande is staying for the winter with her son-in-law and daughter. Mr. and Mrs. Roy Bliss.

Even Erickson is giving his "cat" an overhaul in a Sundre garage.

The cold weather has greatly

Mr. S. Sande arrived safely in Norway before Christmas and relatives. Mrs. Sande is staying for the winter with her son-i-aw and daughter. Mr. and Mrs. Roy Blist Brown and daughter. Mr. and Wrs. Roy Blist Brown and daughter. Mrs. and Wrs. Roy Brown and Alley Brown and Charles and

Miss Lily Snytter, missionary up.

John Snatute had his car badty tuned from China, addressed damaged when colliding with the damaged when colliding with the the gravel pit south of Snatte en the gravel pit south of Snatte en the Bergen Sundre highway. Fortunately no one was hurt.

The Indian says, "small wood pic cold weather." The local wood pic cold weather." The local wood pic cold weather." The local wood pic with the statement of the local wood pic word words a shrinking pretty one of his unique and sout-raising them his cold storage locker and stayed in there awhile to get warm.

BERGEN NEWS NOTES M.V.B.C. NEWS ITEMS

The Executive Council of the Associated Student Body is busy these days preparing material for the "Mountaineer." the annual student body publication of M.V. Bc. The students and faculty have seen visiting Hitchcock's studio m Oids where they were being photographed.

The College A Copello Choir under the direction of Prof. G. L. Thehardson furnished the musical numbers for the Youth For Christ meeting in Oids on Saturday evening, January 14, President J. Thestins bought at Index message, Iresh and challenging, Due to the sufficer of the Propagation of the Propagation of the President Supplies the Supplies of the President J. The President J. The Supplies of the President J. The Preside

2 for 25c

2 for 27c 2 for 39c 3 for 49c

2 for 35c 25c 3 for 25c 79c 2 for 19c

47c

25c 87c

2 pkgs. 35c

GROCETERIA LTD.

PHONE 102 - DIDSBURY

START THE YEAR RIGHT-MAKE BUYING QUALITY ONE OF YOUR 1950 RESOLUTIONS

Tomato Juice, Aylmer, 20 oz. Choice 3 for 35c Per Case \$2.70

Tomato Juice, Libby's 105-oz.
Tomato Juice, Wagstaffe's, 20 oz. Tomato Juice, Libby's, 15 cz. Pineapp'e Juice, Dole's, 20 cz.

Apple Juice, Sunripe, 20 oz.

Grapefruit Juice, Trinidad, 5" sugar 20 oz. tin

Torratces, "Nature's Best", 20 oz.

Apple Sauce, Bright's, 15 cz.
Apples for pies, solid pack, 28 cz.
Jelly Powders, Lushus, Jello, Royal,
Golden Rule Coffee, Reg. or Drip, lb.
Sardines, Brunswick, 3th

Salmon, Challenger, 15% oz. Salmon, Fancy Pink, 7% oz. Mazola Oil, 32 oz.

Cranberries, 1 lb. cello. FRUIT CAKE, rich, dark, 2 lbs.

THIS WEEK'S BAKERY SPECIAL . Golden Rule Luncheon Iced Cake

BUT SELL LOAR USE THE

FOR SALE—Building 16x32, shanty roof, one-ply ship lap, including floor, Easily moved, Also 2 James-way large coal-burning brooder stoves, like new. See Fred Platz, phone 131, Didsbury. 3-2p

DIDSBURY HOSPITAL BIRTHS

Born at the Didsbury hospital to Mr. and Mrs. Harold Thompson on Sunday, January 15, a girl. To Mr. and Mrs. Charles Kohut on Sunday, January 15, a girl. To Mr. and Mrs. J. Kynel on Monday, January 16, a boy.

CURLING CLUB NOTES 19-Wordie-Dippel Morris-Krueger

Morris-Krueger
Caithness-Tuggle
Eubank-Klein
McCullough-Esler
LeGrand-Reiber
. 20—Fleury-McCloy
Platz-Law
Rennie-Weber
Sinclair-Gillrie

Platz-Law
Rennie-Weber
Sinclair-Gillrie
, 23—Dippel-Fleury
Eubank-McCullough
Klein-Berscht
Calthness-Gillrie
, 24—Esler-Krueger
LeGrand-Platz
Law-Reber
Morris-Wordle
Rennie-Tuggle
McCloy-Sinclair
, 25—Fleury-Berscht
Caithness-Klein
Weber-McCullough
Dippel-Gillrie
, 26—Rennie-Esler
Morris-Sinclair
LeGrand-Tuggle
Eubank-Krueger
Law-McCloy
Wordle-Platz
, 27—Reiber-Weber
Caithness-McCullough
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FARM LOANS—\$1,000 and up. Mc-McDonald Agencies, phone 160, Didsbury. 50-tf

ORDER YOUR COUNTER CHECK BOOKS from the Didabury Pion-eer. Competitive prices.

FOR SALE—1945 ½ ton Fargo in good condition. Apply at Rose-bud Garage, phone 143. 1c

FOR SALE — Good Holstein Milk
Cow, 6 years old, to freshen end
of January. Apply to Art Rothmell. Didsbury. 1p
FOR SALE — Two stacks of Oat
Straw and one stack of Smooth
Awn Barley Straw. Apply to R.
Nimmons, Didsbury. 3-3p

FARM LOANS—Loans available on well improved farm lands. Low-est interest rates.—J.C. Leslie & Co., 522 P. Burns Bldg., Calgary. Phone M1235.

CARD OF THANKS

CARD OF THANKS

I take this opportunity to especially thank Dr. Faul for his kindness and medical aid. Also the nurses and nurses' aids, the ladies of Knox United Church, the EU. Church and the United Missionary Church. and Mr. George Law for Glowers, as well as to all who helped to make my stay in the hospital so pleasant.

ELI PETERSON

In MEMORIAM
In loving memory of Mr. Allen
Hunsperger who died on January
22, 1949.
Loving and blood.

Loving and kind in all his ways, Upright and just to the end of his days, Sincere and true in his heart and

mind, utiful memories he left behind. Ever remembered by —
ENITH AND GRACE,
LYNN, JOAN AND FAMILY

Didsbury. 2-3p
PARMERS AND RANCHERS — It
costs you no more to take advantage of the 35 years experience
of Alberta's largest Farm Agents
for a quick and reliable sale
Send for our listing forms now.—
J.C. Leslie & Co., 522, P. Burns
Bldg.. Calgary. Phone M1235 tfre

WANTED—¼ or ¼ section farm in the Didsbury district. Apply in writing to Box 200A, Didsbury Pioneer. 1c

CARD OF THANKS I wish to thank my friends for the lovely flowers, gifts and cards sent to me while a patient in the Didsbury hospital. I also wish to thank the hospital staff and Dr. Epp for splendid treatment and courtesies extended to me.

MRS. F. GOODING



"A" SQUADRON
KOCR 14AR (RCAC)
PART 1 ORDERS RE: DIDSBURY

PART 1 ORDERS RE: DIDSBURY
Parade will be held on Monday, January 23, in the Lions hall
at 2000 hours.
Map reading—Cpl. McEtchin.
Gas lecture—Sgt. Wardrop.
Driver Mech.—Sgt. Mulligan.

Dress—Battle Dress, Berets, Black Belts, and Oxfords. CAPT. THRING, K.G.

OR SALE—Evans Oil Heater, \$75.
Apply to Eric Atkinson, Box 287,
Didsbury.
2-2p
DARMERS AND RANCHEES — IT.
COMES NOW prove to take advantage of the control o



- THE -

NO SHIFTING

Didsbury Jewellery W. E. Blore — Phone 133 Didsbury, Alta.

H's NEW DOD

SO MAKE A DATE TO SEE THE NEWEST, FINEST DELUXE AND DODGE SPECIAL DELUXE



See THE SPARKLING NEW STYLE





THE BIG, ROOMY INTERIORS-



FOR PROOF DODGE DEPENDABILITY, AND PERFORMANCE-OR ASK ANY DODGE OWNER

SEE YOUR DODGE-DE SOTO DEALER TODAY!

COMPANY PAYNE-FREEMAN

DODGE & DESOTO SALES & SERVICE



CHECK THESE OUTSTANDING VALUES .

1946 1-TON FORD — An exceptionally good 1938 CHEV. COUPE, very nice condition — S700.00 1941 DODGE SEDAN 1949 FORD COACH, like new. Radio and \$1950.00

WE HAVE OTHER CARS FROM \$100 UP

WATCH FOR THE NEW 1950 MERCURY

PREVOST MOTORS

PHONE 168 BERT PREVOST, Prop. Case Implements and B.A. Oil Products
MERCURY AND LINCOLN DEALERS

THE DIDSBURY PIONEER

Established in 1903 Published Every Wednesday at Didsbury, Alberta Entered is Second Class Matter, Post Office Department, Ottawa

Subscription: In Canada \$2.00 a year; In U.S.A., \$2.50 Member of the Canadian Weekly Newspapers Ass'n and of the Alberta Division of the C.W.N.A.

ED. J. ROULEAU, Editor & Publisher

MUST PREPARE FOR EVENTUALITIES

The ccld weather is showing up the heating facilities of many homes, business places, schools, etc., and in a nun bor of cases it is impossible to keep buildings warm, despite continued shovelling of coal or forcing of oil-burning equipment.

The local schools are no exception, and while the main brick schools are being kept fairly warm throughout, one of the small school buildings wars so cold lest and teacher sent home to warmer surroundings.

While the severe cold has been an exception to normal Alberta weather, it is demonstrating that we need to be prepared for all eventualities. It is also a sare reminder that our school facilities are inadequate and that sooner or later this condition will have to be remedied by a new school building, whether we like the idea or not.

died by a new school building, whether we have the idea or not.

The cold weather has also brought to mind the ease of heating if only we had some of that natural gas which is going to waste piped into Didsbury. However, since this is a pessibility within the next year or two, we have something to look forward to and dream and think about while we are doing the daily chores of emptying ashes and carrying coal.

"IF WE CAN KEEP OUR HEAD "

Here we are well into the new year, 1950. The year just past has had its ups and downs and there is looming up a sericus unemployment problem. If ever there was a time for level-headed administration and public thinking it is right now. There is no need for a depression or disaster. The affairs of Canada and the world can be worked cut to a presperous and peaceful solution if tolerant brain power is permitted to function. An example of this tolerance is seen in the partial recovery of the British food markets for Canada. Frankly we were surprised at the Attlee-Cripps attitude towards the Canadian market. Some outsider must have shown them the error of their ways. Russia's milltant attitude towards Finland smacks deliberate warmongering, a thing the Fussians are so free to accuse all other peoples of being guilty of. It requires oceans of patience to keep the peace in Western Europe. How far the Iron Curtain will unfold is the world's greatest enigma. Why the Chinese, always so bitter against the British and American foreignor, can embrace the second rate friendship of a country like Russia is a puzzle to students of world affairs. Some have even gone so far as to accuse the Communist leaders in China of deliberately trying to reduce the population by withholding famine relief. Famine conditions in China are now very desperate, with a probable ninety million victims. This is as bad as Germany's extermination of the lews.—Camrose Canadian.



I was trying to balance the family books at the time and told him that, like most home-makers, I had so many places to spend my paychecks, my account was zero at the end of each mosth.

ro at the end or some a simple soring, plan to provide an come in the future, that was as practical as a trip to a barber, and a plan which suited my budget. The sories was a sories of the sories of

I'm glad I did!
Annuities Branch
DEPARTMENT OF LABOUR
ATTCHELL Minister A. MacNAMARA De

0		5			
	N				

ment mile despen lowery restricted vicin	
Annuities Branch, Department of Labour, Ottowa.	9W
Please send me COMPLETE INFORMATION about Canadian Govern	ment Annuities.
NAME	**********
(PRINT CLEARLY)	

Last Rifes Held For Mr. A. Wismer

Mr. A. Wismer passed away sud deniy on Wednesday, December 21, at the age of 71 years.

He was born and raised at Marion, Kansas and married in 1896 to Isobel Solbert also of that town. While still a young man, he and his family moved to Saskatchewan and settled at Elbow. Later from there they moved to the Westward Ho district where he followed his trade until his death. Surviving are his wife, Isobel of Westward Ho; two daughters, Mrs. WA. Johnston of Assinabola, Sask., and Mrs. S. J. Cade of Eagle Hill and three grandchildren.

Also surviving are two brothers, Arthur of Shouldice and Henry of Omaha. Neb, and two sisters Mrs. J. Selbert of Marion, Kansas and Mrs. McAllister of Medford, Oklahoma.

J.J. Selbert of Marion, Kansas and Mrs. McAllister of Medford, Oklahoma.

Funeral services were held on Saturday, December 24th from the Orme Puneral Chapel with J.R. Jackson of the Sundre United Charch assisted by Rev. Moss Olds in charge of the service.

Mrs. Boss rendered a beautiful Solo "The Old Rugged Cross" during the service, Interment was in the Olds Cemetery and palibearers were Messrs. Davies, Cole, Heaton, Scarlett, Scott and Welsh.

The many floral tributes showed

The many floral tributes showed the high esteem in which he was held by his friends and neighbors.

housewife's income depends on it.

We don't blame merchants and dealers here for being a bit irked over the country people who, feeling no responsibility for the prosperity of their town consistently spend in any place other than their own locality yet are first on the list to canvass the local business people for whatever community fout is going forward, and first to point out to them that they stand to gain from a business point of view by whatever contributions they make.—Nanton News. we don't blame merchants and deelarsh fore for being a bit irked over the country people who, feel ing no responsibility for the prosperity of their town consistently spend in any place other than their was people for whatever community, and the point out to them that they stand to gain from a business poople for whatever community of their to point out to them that they stand to gain from a business poont of view by whatever contributions hey make.—Nanton News.

PERTILIZER IN SHORT SUPPLY

World output of commercial fertilizer has reached totals never before attained and is still moving the stand to gain from a business point of view by whatever contributions they make.—Nanton News.

PERTILIZER IN SHORT SUPPLY

World output of commercial fertilizer has reached totals never before attained and is still moving the still moving the stand to gain from a business. The unfortunate recent debacle in gay prices shows what would have happined in all farm commodities without government assistance. The United States is considered the supplement of the standard of the world would have doubled had supplies been available. FAO, states. So rapidly has world demand outstripped supply that shortages in post-war years are the world would have doubled had supplies been available. FAO, states. So rapidly has world demand outstripped supply that shortages in post-war years are the world would have doubled had supplies been available. FAO, states. So rapidly has world demand outstripped supply that shortages in post-war years are the world would have doubled had supplies been available. FAO, states. So rapidly has world done had the provided they would be the analysis of the world would have doubled had supplies been available. FAO, states. So rapidly has world done had the world would have doubled had supplies been available. FAO, states. So rapidly has world done had the world would have had been available. FAO, states. So rapidly has world world would have had been available. FAO, states. So rapidly has world done had th

(Alberta Wheat Pool budget)
Those who depociate government participation in the marketing of farm products, fall to approceiate the changed conditions
prought about by two world wars.
Fivey are still living in the Victoran era when Great Britain was
he riches and most powerful
nation in the world and the horse
und buggy the most common
means of transporting people hithera and yon. This is an entirely
lifterent and much more dangermus world we are now living in.
Jovernment participation in busness is an established thing,
inder present conditions internatonal trade could not function
therwise. (Alberta Wheat Pool budget

thonal trade could not tunnel to the content of the

pation.

Three years after the end of World War 1 the prices of farm products were on the "tobaggan."

The following table giving farm prices of principal products shows what happened.

Average Farm Prices in Alberta:

1919 1922

			1919	1922
Vheat			1.92	.77
Vheat			1.92	.77
ats			75	.35
arley				.42
ye			1.41	.55
logs			24.00	11.50
attle			75.00	25.00
lilk C	ows		107.00	42.00
heep	and	Lambs	15.00	6.90
The	free	market	was allo	wed to

COUNTRY AND TOWN

In the long run a percentage of the money spent in your own home town always comes home to specific and the prosperity of the town; the housewife's income depends on it too.

We don't blame merchants and we don't blame merchants and the prosperity of the town; the prosperity of the town; the prosperity of the town; the prosperity of the farm of the prosperity of the farm of the farm people will be prosperity of the farm of the farm people will be prosperity of the farm of the farm people will be prosperity of the farm of t

WARNING TO MOTORISTS

Sestion 56 of The Vehicles and Highway Traffic Act Prohibits the overtaking and passing of School Vehicles which have slopped to receive or discharge passengers. Many accidents have occurred and children injured by Motorists not complying with the previsions of this Section.

Drivers of Motor Vehicles are hereby warned that the pro-visions of Section 56 must be strictly adhered to, otherwise they will be liable to presecution and subsequent penalties on con-

GOVERNMENT of The PROVINCE OF ALBERTA

Honourable C. E. Gerhart PROVINCIAL SECRETARY

ELECTRICAL APPLIANCES

General Electric Blankets, each Infra-Red Heat Lamps \$3.95 \$1.50 to \$1.90 Other models from Space Heaters (for that cold room).....\$10.30 up

ELECTRIC IRONS — ELECTRIC STOVES
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THURS., FRI., SAT.: JANUARY 19, 20, 21 -



ALSO CARTOON AND NEWS

FAMILY ENTERTAINMENT

MON., TUES., WED.: JANUARY 23, 24, 25 -

Garry Cooper - P. Neal -R. Massey

- IN

FOUNTAINHEAD

ALSO CARTOON AND NEWS

ADULT ENTERTAINMENT

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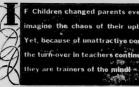
Norge and Gurney Electric Ranges
NOW ON DISPLAY

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Children changed parents every year, e the chaos of their upbringing. use of unattractive conditions turn-over in teachers continues - and

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Office West of Hotel
Hours: 11-12; 1.30-5, except
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Special Attention Given
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ointments may be made at Maybank's Drug Store.

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FOR RELIABLE TRUCKING SERVICE

LOCAL AND LONG DISTANCE HAULING

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GENERAL TRUCKING GRAVEL - SAND, ETC.

PROMPT & COURTEOUS SERVICE

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DIDSBURY TRANSFER AND CARTAGE

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MISCELLANEOUS

NEUFELD'S HIGHWAY GARAGE

P. E. NEUFELD, prop Repairs to all makes of Cars, Trucks and Tractors

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HAVE YOUR SKATES SHARPENED ON OUR NEW HORIZONTAL MACHINE

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TOM DENCH

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SEE YOUR IMPERIAL OIL AGENT

For All Kinds of Lubricants & Greases GASOLINE AND FUEL OIL

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EPRINGS



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gives yes complete, depandable
that is going on where you live.
But you live also in a
WORLD, where mementous events
ere in the making—events which
give your home, your future. For
job, your home, your future. For
job, your home, your future out the
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PB7 (city) (sono) (state)

EVANGELICAL CHURCH Lev. A. J. Grams, Pastor

Sunday Services: 10.30 a.m., Wor ship service. 11.30 a.m., Sunday

school.
7.30 p.m., evening service every
sunday with the Youth Fellowship
in charge at every other Sunday
evening service.
Wednesday evening, 8.00 p.m.—
Bible study and prayer meeting.
Thursday evening, 8 p.m.—Choir
practice.
Alternate Sundays at Bethel and

Sunday school: 1.30 p.m. Worship Service 2.30 p.m. Sunday sevening service 7.45 p.m. Sunday evening service 7.45 p.m. Young peoples' service every al-ternate Sunday at 7.45 p.m. Wednesday evening prayer meet-ing at 8.00 p.m. Davenport school: Sunday school and service each Sunday, 10.45 a.m. A friendly invitation to everyone to come and worship with us.

The Poultry Situation

GRARGE—LAW

A quiet wedding at the home of the bride's brother, Dr. Frank Law, was held recently when Harriet the thing of the bride's brother, Dr. Frank Law, was held recently when Harriet the thing of Ulabury.

Canon A. Wallace performed the late Mr. Law, the bride was given in marriage by her brother. She wore a navy blue taffeta dress with lace overskirt and or matching lace. Her corsage was or red roses.

For her daughter's wedding, Mrs. Law chose a black crepe dress with which she wore a corsage of Talisman roses.

Reception followed the wedding Mrs. Alwed the profession of the light cost of feed at the present white and bronze chrysanthemms and white tapers decorated the bride's table which was entred by a three-tier cake.

Mrs. George McLauyhlin pour the producers on some of our province of the profession of the profession of the light cost of feed at the present the bride's table which was entred by a three-tier cake.

Mrs. George McLauyhlin pour the producers enjoyed very high prices and that this is considered the bride's table which was entred by a three-tier cake.

Mrs. Jack Law, Mrs. George Law and Mrs. S.D. Fraser.

Toast to the bride was proposed by Canon Wallace.

The couple will take up residence in the Harmatian district.

For travelling the bride donned a Burgundy-shaded cloth coat with a squirrel trim and winter white accessories. — Imisfall Province.

The farm price for wheat in Al-erta in 1918, the year World War

herta in 1918, the year World War One ended, averaged \$1.22 a bush-el. Three years later, in 1921, the average for wheat was down to 77 cents a bushel. The average farm price for wheat in 1915, the year World War Two ended, was \$1.54. The war has been over for going on five years and the farm price for wheat in this province is \$1.50.

DON'T BUY WEEDS

If you have to buy seed get it now, but make sure of the quality. The best seed you can buy in none too good, warms A.M. Wilson, Aiberta's Field Crops Commissioner. Too many weeds are going into the ground the seed drill way. If you buy seed in your own district, make sure that it is free from dangerous weeds. If seed has to be rought outside the district buy only graded seed seed of this guarantee of the seed of the problem. One or two weed seeds in a handful of grain may not look serious—but in one pound of grain there are around 60 handfuls. If you follow this through on a bushel basis you will get an idea of the problem it presents.

Build for the future. If from two to ten acres of the best land on the farm is set aside and sown with registered seed, the seed problem from year to year will take care of itself.

Dept. Urges To Buy Seed Potatoes Now

Bible study and prayer meeting. Thursday evening, 8 p.m.—Choir practice.

Alternate Sundays at Bethel and pulland: 2.00 p.m., Sunday school followed by worship service. The pastor and congregation extend a cordial invitation to every meet to worship with us. "Come and we will do thee good."

UNITED MISSIONARY CHURCE Rev. E. G. Archer, pastor
Sunday school: 1.30 p.m. Worship Service 2.30 p.m.
Sunday evening service 7.45 p.m.
Sunday evening service 7.45 p.m.
Toung peoples' service every alternate Sunday at 7.45 p.m.
Vednesday evening prayer meeting at 8.00 p.m.
A friendly invitation to everyone to come and worship with us.

REDEEMER LUTHERAN CHURCE The Church of the Lutheran Hour' REV. E. B. FOX, Pastor

Divine Service on Sunday at 11 al. m. Sunday School and Adult Bible Class following the service.

COME IN AND SEE THE NEW

Beatty Economy and Beatty Standard WASHING MACHINES

With sealed in silent operation. This washing machine features only five moving parts.

TUBES TESTED FREE - BATTERY CHARGING

NORTHEY ELECTRIC

(Located in Former Premier Meat Market) Box 132 DIDSBURY, ALTA. Phone 198

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NOTICE

To all members and former members of the Didsbury Health Society. The books will be open during the month of January for your registration in the Society for 1950. Rates are the same as last year.

You may have a choice of two Doctors in Didsbury.

Pour may have a property of the first time, Anyone wishing to join for the first time, or if you have been a member, please get in touch with Mrs. Ruth Eckel, one door west of Didsbury Telephone Office, phone 152.

JOIN-HELP YOURSELF AND HELP OTHERS

FOR BETTER PRINTING AT REASONABLE PRICES CONSULT "THE PIONEER"

NOTICE TO RESIDENT NON-RATEPAYERS RESIDING IN THE DIDSBURY MUNICIPAL HOSPITAL DISTRICT No. 33

Non-ratepayers residing within the Didsbury Municipal Hospital District No. 33 may receive hospital treatment at the Didsbury Hospital on the same basis as ratepayers, namely: \$1.00 per day for public ward for the year 1950, provided they pay to the undersigned Secretary of the Hospital District not later than January 31, 1950, the sum of \$10.00 for a single person, or \$15.00 for a family. The term "family" includes the father, mother, dependent children under 21 years, and female domestic help residing with the contract holder. Persons coming to reside in the Hospital District from other parts of the Province may receive the same benefit upon the same terms provided they make application within three months after moving into the District. The Board retains the right to refuse to accept any application hereunder, if, in its opinion, the application is made for the purpose of receiving immediate hospital treatment.

The said Hospital District comprises: All of Township 30, Ranges 27, 28 and 29, West of the 4th Meridian, and 1, 2, 3 and 4, West of the 5th Meridian.

All of Township 31, Ranges 27, 28 and 29, West of the 4th, and Ranges 1 to 4, West of the 5th Meridian.

Sections 1 to 6 in Township 32, Ranges 27 and 28, West of the 4th Meridian.

Sections 1 and 2, in Township 32, Range 29, West of the 4th Meridian.

Sections 1 to 6 in Township 32, Range 1, West of the 5th Meridian. Sections 1 to 12 inclusive in Township 32, Ranges 2, 3 and 4, West of the 5th Meridian.

The Board has set the following rates for treatment for the year 1950:

Ratepayers and Contract Holders:

Town of Didsbury.

Public and Semi-Private Ward, per day \$1.00
Private Ward, per day \$3.00
Operating room fees, drugs, X-Rays Extra

Non-Ratepayers:
Public and Semi-Private Ward, per day \$4.75
Private Ward, per day \$5.75
Operating room lees, drugs, X-Rays Extra

ROY G. McARTHUR, 2c Secretary, Didsbury, Alberta

NEW HOUSE OF COMMONS

two million pounds is nearing completion. It is expected to be in use for the autumn session of parliament in 1950.

SAVE MONEY ...

HERE'S A BARGAIN !

A No. 10 McCormick Hammer Mill, used one \$125 under new price

SEE US ABOUT YOUR TRACTOR OVERHAUL

We repair all makes. Ford Fergusons re-sleeved to last as long as the original. Massey Harris tractors rebored.

VALVE GRINDING AND RESEATING

LEO NICHOLS

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1950 **Building?**

H. R. BURGESS

SPECIALIZED SHOPWORK

MOUNTAIN VIEW NOTES EAST NEWS

Mr. Grant and Miss Grace Shultz are spending a few days visiting with their grandparents. Mr. and Mrs. Wm. Shultz. Mr. and Mrs. Hughes. Olwen Hughes. Trevor Hughes and Bill and David Hughes. Mr. and Mrs. David Pratt. Doreen and Norman, and Mr. and Mrs. Allen Hughes Mr. and Unglas were dinner guests Sunday with Mr. and Mrs. Charles Brado were Friday eventing visitors with Mr. and Mrs. Charles Brado were Friday eventing visitors with Mr. and Mrs. Jack Underhay.

Linda.

The district wishes Mrs. Raymond Hayne a speedy recovery. She has been confined in the Didsbury hospital a week or more.

Mr. and Mrs. Otto Bittner and family were supper guests with Mr. and Mrs. Walter McCulloch on Sunday.

Sunday.

Mr. Otto Bittner and son Bobby and Mr. Pat Coates motored to Calgary Saturday evening to see the wrestling match.

the wrestling match.

Ladies, don't forget the Mountain View Women's institute meeting this Thursday. The topic is to given by Mrs. David Pratt. Be, sure to bring the elliphings and pictures of Alberta. The lunch is poil luck. Don't disappoint Mrs. Shultz, ladies, in not coming.

Mr. Barney Elliott was a frequent visitor to Calgary last week on business.

The Beef Club.

Ladies, don't forget the Mountain View Women's institute meeting this Thursday. The topic is to given by Mrs. David Pratt. Be sure to bring the elippings and pictures of Alberta. The lunch is pot luck. Don't disappint Mrs. Shultz.

Mr. Barney Elliott was a frequent visitor to Calgary last week on business.

The Beef Club meeting which was to have been held last week on business.

The Beef Club meeting which was to have been held last week on business.

Mrs. Gordon Dyck, a recent bride of the Neapolis district, was entertained at a kitchen shower last Wednesday afternoon at the home of Mrs. Andrew Braun, where 12 ladies of the district gathered in her honor. Games were played and Mrs. Caroline Braun and Mrs. Caroline Braun and Mrs. Caroline guests with Mr. and Mrs. Wiss Reg. Hamper has been a patient in the Didsbury hospital host of the Neapolis district, was entertained at a kitchen shower last ladies of the district gathered in her honor. Games were played and Mrs. Caroline Braun and Mrs. Caroline guests with Mr. and Mrs. Caroline guests with

The Lone Pine W.I. meeting for January has been cancelled and the next meeting will be held at the home of Mrs. Raymond Hayne on Wednesday, February S. Mr. and Mrs. Walter McCuloeh-wisited Saturday evening with Mr. and Mrs. Ailfe Thompson. Leslie Schumaker and Art Coates spent Sunday evening with Leslie's folks.

folks.

Best wishes are extended to Mrs.

Raymond Hayne, Mrs. Richardson and Mr. Harry Richardson, all pattents in the Didsbury hospital.

Harold Shoils has been laid up for some time now due to a bad fall.

Australia's wheat harvest, according to recent official reports, is now estimated at 185,000,000 bushels, approximately 18,000,000 ushels below previous estimates. This compares with last year's crop of 190,000,000 bushels.

BURNSIDE NEWS

One of Jake Penner's trucks was dameged by fire near Lacombe last week when the driver was returning from Edmonton after delivering a load of cheese from the cheese factory cast of Didshury. The driver was unaware that the insulated truck box was affreuntil flagged down by a passing motorist, and with the help of other truckers the boils of the box were lossened and the box itself toppled from the truck thereby saving the truck chassis. Total loss was estimated at \$1400.

Jake is now driving a new Mercury truck for delivering milk and cheese from and to the cheese factory.

theese from the control of the contr

It was 46 degrees below zero out ere Tuesday morning, the coldest o far this year.

so fat this year.
Congratulations to Mr. and Mrs.
Harold Thompson on the birth of
a girl in the Didsbury hospital on
Sunday, January 15.
Mr. and Mrs. Walter McCulloch
spent Monday in Calgary.

Lutheran Hour Pastor Dies at St. Louis, Mo.

USE THE CLASSIFIEDS

HERE THEY ARE

ALL NEW - ALL PROVED INTERNATIONAL L - LINE TRUCKS



SEE THESE NOW ON DISPLAY AT YOUR LOCAL INTERNATIONAL DEALER

HAROLD E. OKE DIDSBURY PHONE 10

PASTURE LAND

160 ACRES OF EXTRA GOOD PASTURE LAND, RUNNING WATER IN SPRING AND SUMMER, DUG WELL. CLOSE TO TOWN.

PRICE

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OUR NEW -

HEAVY DUTY LIGHT DELIVERIES

ARE NOW ON HAND

ROGER BARRETT

FORD DEALER -

PHONE 126 - DIDSBURY

AND AVOID DISAPPOINTMENT SEE US ABOUT CEMENT -

OUR AIM-YOUR SATISFACTION

NOW AT YOUR DEALER'S

The Beautifully new 1950 PLYMOUTH!







SEE THE VALUE-PACKED PLYMOUTH NOW . . . IT'S ON DISPLAY AT -

ROSEBUD

PLYMOUTH AND CHRYSLER DEALER

PHONE 143 - DIDSBURY, ALTA.

a motion was passed that the card parties be resumed.

It was agreed that members who are ill in hospital be remembered with flowers.

A miles

COAST FIR

FINISHING MATERIALS IN STOCK

LEAR FIR. ALL WIDTHS.

EDGE GRAIN DOOR AND WINDOW JAMBS.

· MOULDINGS-ALL TYPES

EDGE GRAIN KILN DRIED
 FIR FLOORING.

• FIR PLYWOOD

Fourteen members of the Willing Workers Society braved the cold. Frosty weather to attend the first Workers Society braved the cold. Frosty weather to attend the first teamon, with the newly-elected president, Mrs. F. Jackson, presiding, Roli call was answered with. What do you think are characteristics of a good housekeeper. Following the lengthy reading of the minutes of the last meeting, a ster of appreciation was read one Frank field. Vicar of the giny Abbey, Yorishire, England, the Chistians parcel sent to m with the request that it be tone to a needy family. The vicar uses an unfortunate mother who is blind and had a shall dauter. She had loss her husband by yars ago.

V methor was asseed that the figure of the particle of the control of the particle of th at the home of Mrs. F. Jackson on February 8.

Mrs. A Jackson returned home rows the University hospital with our son fixed last Thursday after-8 mon. She is rapidly regalining her varenged in spite of her 73 years. Mrs. H. Jackson were co-hostsesses to a stellar properties on Sunday evening. Eight 12 mone was were won by Mrs. W. Herbert 12 mone on Sunday evening the honer was very money to the second to Mrs. F. 12 money a door pitze was won by Mrs. H. Nelson of Olds.

Mrs. A. Euckley returned home 11 money many from a two weeks visit with his mother at the coast.

McCullough's Clothing store has had a new face-lifting. New inlaid linoleum was put down during the past week and the improvement is quite noticeable.

Dance at Rugby on Friday, Feb-uary 10, Krebs' Orchestra. 2-2c

Cliff Johnson, Ken Dickau, Al Stellerman and Charlie McDonald were home over the week end. They are attending trade schools in Calgary.

—K. Roy McLean, Optometrist, will make his next visit to Didsbury at the Rosebud Hotel on Monday, Ja-wary 30, morning only. Consult in Calgary office daily except Mon-day, at 1014 Greyhound Building.

Len Berscht is around again after his appendix operation, but it will be some time before he is able to resume full responsibility

Didsbury and Bowden high school nockey teams will tangle at the local arena on Saturday, January 21, at 8:30 o'clock.

The Ladies' Sports Club will hold skating party on Thursday, Ja-uary 19. Lunch will follow at the ome of Helen McGaffin.

The annual meeting of the F.U.A. cill be held at the Pool Elevator ffice on Saturday, January 21, and numbers are requested to attend.

—There will be a special Youth for Christ Rally in the Evangelical Church, Didsbury, on Friday, Janu-ary 27, at 8 p.m. Rev. Robinson will be the speaker. Howard Cor-rall, Canada's own singer of Sacred songs, will be the musical feature.

Knox United Church W.A. Even-ing group will meet at the home of Mrs. E.T. Wiggins on Monday January 23.

Ron Gordon is expected home this week after visiting for the past two weeks at Arcola, Sask., with his brother, Bill, and family.

Ell Peterson, who is now out of the hospital, will reside in Calgary for the next two or three months, "until the weather warms up." Mr. Peterson's address is 324-5th Ave. North East.

RARE PELTS

Among the newer furs seen in redictions in Britain are white mink and the rare and expensive unstellment which is a lovely shade of beige with a blue-grey underwool. Another rare pelt is "startlight", which is a cross between a ronch and a mutation wink. These furs are used in such interesting items as sling capes among them one in white mink worked to a serrated edge effect the lower edge) and a cape which is so ingeniously planned that it looks like a lacket and can, in fact, be transformed into one in a second.

UNITED CHURCH SERVICES

Bunday services at the United hurch will be held as follows: Didsbury, 11 a.m.: Church school or all ages, 7.45 p.m.: Theme "The tystery of Opposition." (second of undamental's Series). Story for oung people, Music led by choft, n.m.: Y.P.U. weekly meeting. Westeott, 11 a.m.: Morning worthis followed by Sunday School. Westerdale, 3 p.m.: Public wornip.

Minister: Rev. J.W. Bainbridge M.A., B.D

IN DIDSBURY IT'S Ranton's

We Have Finished Stock Taking and had a very successful year in 1949. Thanks to our many friends and customers.

Girls' Imitation Fur GAUNTLET MITTS Reg. 75c and 85c Special 25c pr.

BOYS WARM JACKETS Values to \$8.95 Special \$1.95 to \$3.95

2 Pair of HEAVY BREECHES Sizes 32 and 36 Regular value \$5.95 Extra, Extra \$2.95

MEN'S HEAVY WOOL PLAID SHIRTS All sizes. Reg. \$7.25 and \$7.50. Out they go at\$5.95

A FEW GOOD MEN'S DRESS SHIRTS Broken sizes. Reg. to \$4.00. Clearing...\$2.95

		SKI	PAN	TS
1	pr.	size	3	\$1.95
1	pr.	size	12	\$2.95
-	3-PI	ECE	SKI	SUITS
S	ize	3		\$2.95
0	170	2		\$2 95

1 size 12 to 14 WARM JACKET Special \$2.95

Plaid Rayon & Wool
HOUSECOATS \$3.95

First Quality NYLONS Special \$1.19

A Rack of GOOD DRESSES From \$1.95 up

l Printed Jersey Size 16 \$4.95

MIDRIFT PYJAMAS In Plain Colors
urs for \$1.00 Yours for ...

Broken Lines of WOMEN'S SWEATERS VERY SPECIAL

You'll Always Do Better At Ranton's

MELVIN NOTES

Correction — Wee David Shantz, infant son of Mr. and Mrs. Roy Shantz, is suffering from an atstatute, is stutering from an attack of meningitis, not laryngitis, as reported last week. We are glad to hear his condition is gradually improving.

Mr. August Krebs was taken to the local hospital last Thursday suffering from pneumonia and we all wish him a speedy recovery.

Emil Krebs had the misfortune to fall down the stairs from the hay loft in his barn and has been hobbiling about ever since. We hope it isn't serious and that you will soon be getting around right spry again, Emil.

Congratulations are extended to Mr. and Mrs. Herman Wollen of Calmar on the birth of twins, a boy and a girl, on January 17.

BUCHANAN'S POULTRY RANCH, 2848 Kanaka Creek Road, Haney, BC. Breeders Hatchery, R.O.P. Sired Black Australorps, R.O.P. Sired Bared Rocks, Every chick hatched is from egg produced from our own Selected, Govern-ment Tested flock. Why take chances? Write for literature and price list.

Think This Over!

Competition now is between towns rather than individuals, with an automobile at every home and good roads in every direction. The man on the farm does not say to his family as they get ready for their regular trade trip:
"Let's go to the Brown store, or the Green store,
or the Blue store." He says: "Let's go to Square
Town or Whoop City, or Welcome Centre."

And whether they go to one or the other of these towns will depend very largely upon the impression the family has received through the local newspaper. If the newspaper from one of these attractive towns comes to them every week filled with attractive advertise-ments in every line of merchandise, creating the impression that something is always going on in that town, there is where the family is going on its shopping expedition.

IT PAYS TO ADVERTISE IN

The Didsbury Pioneer

AND IT PAYS TO SHOP IN DIDSBURY "YOUR HOME TOWN"

USE THE CLASSIFIED ADS __ IT PAYS .

McCULLOUGH'S-"Exclusive but Inexpensive"

DRESSES-Lovely new arrivals this week. A large assortment of better styles.

COATS-Ladies' coats at 25% Discount.

PARKAS-Ladies' and childrens, 10% discount HOSIERY-New shipment of the latest spring shades in Butterfly and Supersilk Nylons. JEWELLERY - NOTIONS - YARDAGE

> McCullough's Clothing PHONE 124 - DIDSBURY

"LIGHT UP"

IT'S BETTER FOR THE EYES

We Have Coleman Maniles and Generators HI TEST GAS AND KEROSENE

ELECTRIC LAMPS IN 32 AND 110-120 VOLT IN ALL THE WANTED SIZES

MAC'S SERVICE HARDWARE W.A. McFarquhar, prop. - Phone 33

JANUARY CLEARANCE

• MEN'S JUMBO SWEATERS

• MEN'S CARDIGANS (Heather Mixtures) MEN'S ZIPPER SWEATER COATS

FLEECE LINED UNDERWEAR, heavy weight, Per suit \$2.95

MEN'S HEAVY DOESKIN WORK SHIRTS,

MEN'S ALL WOOL SOCKS

SPECIAL CLEARANCE PRICES ON LADIES' AND CHILDREN'S UNDERWEAR. COATS. PARKAS, DRESSES and CHILDREN'S SNOW

J. V. BERSCHT & SONS WHERE YOUR DOLLARS STRETCH FURTHER



Packages of 10 VALENTINE BOOKS, each

Law's Drug Store

Phone 40. Didsbury The Rexall Store We Will Be Open Saturday Evenings Till 9 p.m.

The First Picture of the New Plymouth



An entirely new profile with new peaked-crown funders extending beyond the trunk line, completely new grille and massive new attractive front and rear bumpers, together with the greatest alt-round visibility offered in Plymouth's history, are distinguishing features of the new models now on display. An entirely new profile with new peaked-crown fenders extending beyond the trunk line, completely new grille and massive new attractive front and rear bumpers, together with the greatest all-round visibility offered in Hymnouth is hardry, now on display.

Ample head room, leg room, seal width, and famous Plymouth restful chair-high seats are famous Plymouth restful chair-high seats are